

SFY 2010 Marketing and Communications Plan

State Agency:	ISDH – Immunization	Program Name:	Pandemic H1N1 Influenza
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Executive Summary of Plan: Brief summary on the key elements of the overall plan 3-5 ideas that are core to the success of the plan	<p>One of the Indiana State Department of Health’s main priorities for State FY10 is to prevent the spread of the pandemic H1N1 influenza (flu) in the state. The agency will be receiving federal funding to communicate with the public about H1N1 flu. In an effort to improve dissemination of accurate and consistent public information on the pandemic H1N1 flu, the Office of Public Affairs at the Department is proposing to pay a public relations firm to develop and evaluate a multi-media campaign to educate the public about H1N1 and to have the Asher Agency place a statewide media buy in September and October.</p> <p>The key messages will be:</p> <ul style="list-style-type: none"> • Preventing the spread of H1N1 (Clean your hands, Cover your sneeze/cough, Contain by staying home if sick) • Information on risks factors for serious complications from flu (i.e. chronic disease, pregnancy, tobacco use) • Encouraging priority groups to get the H1N1 vaccine • Family planning in advance of the fall flu season (i.e. parents make arrangements for child care if schools are closed). 		
Background and Rationale of Plan: Background info/any research used to create plan Your intended purpose/result	<p>On June 11, 2009, the World Health Organization (WHO) signaled that a global pandemic of novel influenza A (H1N1) was underway by raising the worldwide pandemic alert level to Phase 6. This action was a reflection of the spread of the new H1N1 virus, not the severity of illness caused by the virus. At the time, more than 70 countries had reported cases of novel influenza A (H1N1) infection and there were ongoing community level outbreaks of novel H1N1 in multiple parts of the world.</p> <p>Given ongoing pandemic H1N1 flu activity to date, the Centers for Disease Control and Prevention (CDC) anticipates that there will be more cases, more hospitalizations and more deaths associated with this pandemic in the United States over the summer and into the fall and winter. The novel H1N1 virus, in conjunction with regular seasonal influenza viruses, poses the potential to cause significant illness with associated hospitalizations and deaths during the U.S. influenza season.</p>		

	<p>As a result, the Indiana State Department of Health is working diligently to prevent the further spread of the pandemic H1N1 flu in the state, and has identified the following communication objectives:</p> <ul style="list-style-type: none"> • Educate the public on how to prevent the spread of H1N1 (Clean, Cover, Contain) • Encourage priority groups (identified by the CDC) to get the H1N1 vaccine • Collaborate with the Department of Education to prepare schools and parents for the possibility of school & day care program closures during the fall flu season. • Work with the Department of Homeland Security to encourage families and businesses to be prepared for the fall flu season (Plan , Prepare, Practice). • Work with local health departments, schools, and the medical community to prepare for mass vaccinations for pandemic H1N1 flu.
<p>Situational SWOT Analysis:</p> <p>What potential strengths, weaknesses, opportunities or threats does your program face?</p>	<p><u>Strengths</u></p> <p>The two major strengths we have are:</p> <ol style="list-style-type: none"> 1. Increased public awareness of H1N1 influenza and federal support. 2. The general public is already very aware of the current pandemic and the need to prevent the spread. <p><u>Weaknesses</u></p> <p>Because H1N1 flu has been relatively mild, it may be a challenge to convince Hoosiers to take seriously the threat of the state experiencing more severe disease in the fall flu season and the importance of getting an H1N1 shot. Conversely, we could also have the challenge of demand for the H1N1 vaccine exceeding the initial supply, which may create bad feelings/confusion among those who are not part of a CDC recommended priority groups for the H1N1 vaccine.</p> <p><u>Opportunities</u></p> <p>The current pandemic has given the ISDH the opportunity to do a real life exercise of communicating during a pandemic. We can now take advantage lessons learned and of already having the attention and cooperation of the public and our stakeholders to help make communities more prepared. In addition, the ISDH has great partners in the Indiana Department of Homeland Security, the Department of Education, Office of Faith-Based and Community Initiatives, local health departments, and the medical community; all of whom can support the agency in</p>

	<p>our efforts to prevent the spread of pandemic H1N1 flu.</p> <p><u>Threats</u></p> <p>Since individuals aged 6 months – 24 years are a priority group for receiving the H1N1 flu shot, there may be resistance from those who are against childhood immunizations, due to concerns about autism, and from young adults, who see themselves as invincible. In addition, because the seasonal flu will be circulating at the same time as pandemic H1N1 flu this fall, the ISDH will face the challenge of promoting two separate flu vaccines to different, but on occasion overlapping, priority groups.</p>
<p>Objectives/Goals: What are you trying to accomplish with your program?</p> <p>Target Audience: Who is primary audience and why? Demographics, Geographic areas, etc.</p> <p>Additional audiences who may benefit.</p>	<p><u>Objective 1:</u> Educate the public about preventing the spread of influenza (tagline - Clean, Cover, Contain)</p> <p><u>Target Audience:</u></p> <ul style="list-style-type: none"> • School-age children • Adults aged 18 and older <p><u>Objective 2:</u> Encourage priority groups to get the H1N1 vaccine</p> <p><u>Target Audience:</u></p> <ul style="list-style-type: none"> • Parents/caregivers of children 6 mos-18 years • Young adults aged 19-24 • Pregnant women • People from ages 25 through 64 years who are at higher risk for novel H1N1 because of chronic health disorders or compromised immune systems <p><u>Objective 3:</u> Work with local health departments, schools, and the health care providers to prepare for mass vaccinations for pandemic H1N1 flu.</p> <p><u>Target Audience:</u></p> <ul style="list-style-type: none"> • Pregnant women • People who live with or care for children younger than 6 months of age • Health care and emergency services personnel • Persons between the ages of 6 months through 24 years of age • People from ages 25 through 64 years who are at higher risk for novel H1N1 because of chronic health disorders or compromised immune systems

	<p>Objective 4: Collaborate with the Department of Education, Family & Social Services Administration, and Office of Faith-Based and Community Initiatives to prepare daycare programs, schools, and parents for the possibility of school & daycare program closures during the fall flu season and for H1N1.</p> <p>Target audience:</p> <ul style="list-style-type: none"> school superintendents, school nurses, daycare workers, and parents of children aged 6 months – 18 years <p>Objective 5: Work with the Department of Homeland Security and the Office of Faith-Based Initiatives to encourage families and businesses to be prepared for the fall flu season (Plan, Prepare, Practice).</p> <p>Target audience:</p> <ul style="list-style-type: none"> Families, businesses, and faith-based organizations
<p>Position Statement: In <u>one sentence</u>, describe what action(s) you want your target audience to take and what the focus is: a change in behavior? Benefit to the audience?</p>	<p>The purpose of the pandemic H1N1 communications plan is to get the general public to prevent the spread of pandemic H1N1 influenza, and when appropriate, get the H1N1 flu vaccine.</p>
<p>Marketing Strategies: General outline of planned marketing and communication strategies.</p> <p>Include 4 Ps: Product, Price, Place, Promotion</p> <p>How will materials be distributed?</p>	<p>Product – The most tangible product this campaign will offer is the pandemic H1N1 flu shot for those who are in one of the priority groups. Protecting the general public, by promoting ways to prevent the spread of the flu, will be the less tangible but still very important product</p> <p>Price – The H1N1 flu shot will be free, although there may be an administrative fee charged to private insurance. However, individuals will have to put forth the time and effort to go get the H1N1 vaccine; possibly in two doses. The costs of washing your hands and covering your cough/sneeze are fairly low, as they don't disrupt a person's normal routine. However, the stay home when you are sick message could cost people wages, due to time off of work. Keeping children home from school/daycare could also be a financial burden.</p> <p>Place – Individuals who are part of the CDC's priority groups will receive the H1N1 vaccine at county-level clinics; possibly at schools. Once there is sufficient supply of the H1N1 vaccine, it may be possible for large box stores to also provide the vaccine. Information on preventing the flu (clean, cover, contain), will be received at the places where the various target audiences go for information and entertainment. This will include getting the message out at schools, universities, and shopping malls.</p> <p>Promotion – Earned media, paid media and publications will be used in messaging</p>

	to our target audience. Paid media messaging will be based on the call to action: “Don’t get the flu. Don’t spread the flu. Get your H1N1 flu vaccination now.”
<p>Implementation:</p> <p>How will you implement your plan? Tie promotion strategies to objectives, make sure to include all items here and in your budget:</p> <ul style="list-style-type: none"> • Earned media (press release, interview) • Paid media* (Broadcast, print, outdoor) • Sponsorships (Events, exhibit booth space) • Promotional Items* (Pens, T-shirts, exhibit booth display) • Publications* (Printed materials, brochures, posters) <p>*Provide electronic samples when possible</p> <p>A calendar may be included to summarize how you propose to implement your plan</p>	<p><u>Objective 1:</u> Educate the public about preventing the spread of influenza (Clean, Cover, Contain)</p> <p><u>Paid Media</u></p> <ul style="list-style-type: none"> • One :30 TV spot shot, radio spots: one :30 spot and one :60 spot (or :30 and two :15) in both English and Spanish, and outdoor media, including outdoor signage (billboard, bus signs) • Media buy through Asher Agency, which will be done in two phases (run dates of 3 weeks each in Sept & Oct.), based on how money is received from the CDC. <p><u>Publications</u></p> <ul style="list-style-type: none"> • Posters (to be placed in local health departments, WIC offices, daycares, schools, businesses, faith-based organizations, etc.) <p><u>Earned Media</u></p> <ul style="list-style-type: none"> • News releases, and when appropriate, media events. Will provide broadcast media around the state digital recordings of media events and statements from the State Health Commissioner on pandemic H1N1 in MP3 format. • Create page for parents on the state’s H1N1 flu Web site (www.in.gov/flu), with links to short videos produced by the U.S. Department of Health & Human Services that are geared to young people (i.e. Sesame Street’s Elmo talking about flu hygiene). • Collaborate with Office of Faith-Based and Community Initiatives, Indiana Black Expo, Purdue Extension Services, as well as other stakeholders in public health and medicine to host town hall/community meetings on preventing H1N1 and the H1N1 flu vaccine. <p><u>Objective 2:</u> Encourage priority groups to get the H1N1 vaccine</p> <p><u>Paid Media</u></p> <ul style="list-style-type: none"> • Print/Internet ads in both English and Spanish. Total of 4 ads; each aimed at a different target audience (pregnant women, parents of children 6 months – 18 years, young adults 19-24, individuals aged 25-64 with chronic health disorders or compromised immune systems.) • Develop 4-page health insert on H1N1 for pregnant women & mothers of young children. To be designed by Cabello Associates and produced and distributed by Pitney Bowes. <p><u>Earned Media</u></p> <ul style="list-style-type: none"> • Partner with Family and Social Services Administration and Office of Faith-Based and Community Initiatives to get information out to daycare

programs. (Reach priority groups of caregivers for children under 6 months of age & children 6 months to 5 years of age.)

- Make use of earned media on state level through news releases, and when appropriate, media events. Will provide broadcast media around the state a digital recording of media events and statements from the State Health Commissioner on pandemic H1N1 in MP3 format.
- Partner with Commission for Higher Education to get information out to college students.
- Work with medical associations and Department of Homeland Security to share information on vaccine availability with health care workers and emergency medical services personnel. Communicate with licensed providers and emergency management agencies (EMAs) with current e-mail list serves.

Objective 3: Work with local health departments, schools, daycare centers, and health care providers to prepare for mass vaccinations for pandemic H1N1 flu

Publications

- Purchase and distribute copies of Channing Bete brochure, ""Your Child, School and H1N1 Flu (Swine Flu) - Information for parents"" to 93 local health departments and 10 ISDH district offices for them to deliver to community schools, so school staff can distribute them either using same system as they use for sending home grades or send home with permission slips for parents to sign to allow students to be vaccinated for H1N1 flu.
- Update pandemic influenza toolkits with fact sheets, PowerPoint presentations, flu prevention poster with pictograms in 6 languages (Chinese, English, French, German, Korean, and Spanish) and radio PSAs created by the US Health and Human Services specific to pandemic H1N1 flu. Updates of printed materials made by Cabello Associates, and toolkit updates are to be distributed to local health departments on CDs.

Earned Media

- Work with the IDHS and the DOE as well as local health departments to host 10 district pandemic H1N1 flu meetings. The ISDH has already hosted two regional meetings with local health departments and emergency management agencies (EMAs) in Orange and Wabash counties to discuss mass vaccinations.
- Provide resources to local health departments to help them use earned media to promote H1N1 flu vaccine clinics (i.e. template news releases, fact sheets on H1N1 flu vaccine and seasonal vaccine).

Objective 4: Collaborate with the Family and Social Services Administration and the Department of Education to prepare schools and parents for the possibility of school and daycare program closures during the fall flu season.

Paid Media

- The aforementioned :30 TV and radio spots will include reminders for parents of having alternative childcare plans if schools and daycares are closed (tied in with the message of containing influenza by staying home

	<p>from work/school if you are sick).</p> <p><u>Earned Media</u></p> <ul style="list-style-type: none"> • Partner with Family and Social Services Administration and Office of Faith-Based and Community Initiatives to get information out to daycare programs (licensed and community-based). Focus of message is disease prevention and guidance on daycare closures. • Send written correspondence to school superintendents about H1N1, school closures, and recommendations on releasing information to parents about illness at schools. • Continue to post information for schools and parents on the H1N1 Web site (www.in.gov/flu). • Note: brochure from Channing Bete includes messaging on planning for school and daycare program closures. <p><u>Objective 5:</u> Work with the Department of Homeland Security to encourage families and businesses to be prepared for the fall flu season (Plan, Prepare, Practice).</p> <p><u>Publications</u></p> <ul style="list-style-type: none"> • Interior store signage to remind Hoosiers of items to purchase for a family preparedness kit (including hand sanitizer). Signage will be created by public relations firm that designs the mass media campaign, and the ISDH and IDHS will work with large box stores to distribute the signage. <p><u>Earned Media</u></p> <ul style="list-style-type: none"> • Make use of earned media through news releases and a media coverage of 10 district H1N1 flu meetings to promote preparing for fall flu season.
<p>FY10 Results:</p> <p>Summarize your evaluations for FY10 and the results found – what did you learn?</p>	<p>In the FY11 plan, FY10 results will be provided here.</p>
<p>Evaluation/Monitoring:</p> <p>How will you evaluate the success of your plan?</p> <p>What goals will be measured?</p>	<p>The ISDH will contract with a research firm to determine the effectiveness of the mass media campaign. Key goals to be measured are:</p> <ol style="list-style-type: none"> 1. Does the general public know the three C's in preventing the spread of flu (clean your hands, cover your cough/sneeze, and contain by staying home when you are sick? And, are they less, more, or equally likely to follow these steps after seeing/hearing/reading the PSAs from the ISDH? (Based on survey results and/or focus groups). 2. Do parents of school-aged children have alternative plans for child care if schools are closed due to H1N1 flu activity? (Based on survey results and/or focus groups.) <p>The ISDH will also monitor the effectiveness of the campaign based on the success</p>

	<p>of mass vaccinations (how many people showed up) and the response to in-store signage on preparing for the fall flu season. The key goals to be measured are:</p> <ol style="list-style-type: none"> 1. Did the target populations that the CDC identified as priority groups receive the H1N1 flu vaccine? Vaccine distribution will be monitored by entering data into the Children and Hoosiers Immunization Registry Program (CHIRP). 2. Did the large box stores see an increase in sales of products marked as good items for a family preparedness kit during the time the in-store signage was up?
<p>Budget</p> <p>Your budget should be included in a separate Excel spreadsheet template provided to all agencies. This template may also be found at</p> <p>FY11 Communications Budget</p>	<p>An example is provided on the next page. However, please note that the budget must be submitted as an Excel document using the provided Excel template. Budgets submitted using a different format will not be accepted.</p>

Agency Name	Program	Item Description	Communication Type	Proposed Expense	Fund Source	PeopleSoft Fund	Proposed Quantity	Agency Comments	Plan page reference	Approved Expense	Approved Quantity	Committee Comments
ISDH	H1N1	Clean, Cover, Contain TV spot	Paid Media	\$0.00	Federal	12345		1 :30 spot, to include reminders for parents of having alternative childcare plans in case of closures	5, 7			
ISDH	H1N1	Clean, Cover, Contain radio spot(English and Spanish)	Paid Media	\$0.00	Federal	12345		English - 1 :30 spot, 1 :60 spot Spanish - 1 :30 spot, 1 :60 spot	5			
ISDH	H1N1	Clean, Cover, Contain Outdoor	Paid Media	\$0.00	Federal	12345		billboards, bus signs	5			
ISDH	H1N1	Clean, Cover, Contain Posters	Publication	\$0.00	Federal	12345	400	Distribute to local health dept., WIC offices, schools, etc.	5			
ISDH	H1N1	H1N1 Vaccine Print/Internet ads	Paid Media	\$0.00	Federal	12345		Print and internet ads in both Eng and Spanish	5			
ISDH	H1N1	H1N1 Vaccine Health Insert	Paid Media	\$0.00		12345	10,000	Magazine insert	5			
ISDH	H1N1	Channing Bete brochure "Your Child, School and H1N1 Flu-Information for Parents"	Publication	\$0.00	Federal	12345	10,000	Distribute to community schools via local health dept. and ISDH district offices	6			
ISDH	H1N1	Provider vaccination prep- Pan Flu toolkits, etc	Publication	\$0.00	Federal	12345	100	publications in 6 languages to be distributed to local health departments on CDs	6			
ISDH	H1N1	Interior store signage for family preparedness kit	Publication	\$0.00	Federal	12345	1,250	Distribute to large box stores	7			